



VBSR Conference Social Sharing Toolkit

WHAT: Social Media Toolkit

This is the social media sharing toolkit for the 34th Annual VBSR Conference on May 9, 2024, at Hula in Burlington. It contains suggested language, hashtags, and imagery for a variety of communication channels (including newsletters and social media) that will help us spread the word.

WHY: A Full House is an Inspiring House

VBSR's Annual Conference offers a unique opportunity to infuse Vermont's business community with new thinking while creating and strengthening bonds between the state's changemakers. The more thought leaders we have making connections, the better. So, invite them to be there!

WHEN: From Now Through...?

Last year we sold out of tickets several days before the conference – please help us hit that milestone again this year. If we sell out soon enough, we can possibly make additional tickets available with enough lead time.

WHERE: All Your Social Channels and Newsletters

Sharing your enthusiasm about the Conference on LinkedIn, Facebook, Instagram, X, Threads, TikTok and other social media channels will help spread the word exponentially. Including the same information in your newsletters/channels – internal and external – really helps with reach.

HOW: Language, Links, and Images

Sharing the right combination of language, links and images related to the Conference is the best way to get people's attention. See below for a library of content for use.

Don't have time to create a post using these assets? Visit one of our social channels and re-post an existing conference promotion:

- LinkedIn: event page [here](#).
- LinkedIn: social post [here](#).
- Instagram: social post [here](#).
- Facebook: social post [here](#).



DOWNLOAD THE **GENERAL CONFERENCE** 1080x1080 GRAPHIC [HERE](#).



DOWNLOAD THE **UNDERWRITER** 1080x1080 GRAPHIC [HERE](#).

Not sure of the exact role your organization is playing in this year's Conference? Scroll down [here](#) to see all the different types of Sponsors/Underwriters categorized.



DOWNLOAD THE **SPEAKER/PANELIST/MODERATOR** 1080x1080 GRAPHIC [HERE](#).



Suggested Newsletter Language

[Register now](#) for the 34th Annual VBSR Conference, "IN OUR HANDS," on May 9th, being held at Hula, the award-winning lakeside co-working and innovation campus in Burlington.

Attendees will emerge inspired, connected with forward-thinking leaders, and replenished with new awareness, resources, and action steps to drive change.

This full-day, in-person event will bring together thought leaders and changemakers from throughout Vermont for provocative conversations inspired by a keynote address, facilitated dialogues, panel discussions, and workshops focused on the leading-edge of social and environmental impact, and unique, interactive experiences.

Explore speakers and the agenda [here](#).

[Your Organization] is proudly supporting the Conference as [Underwriter Role].

Suggested Social Media Language

[Champion Underwriters](#)

- As a VBSR Champion Member, we believe businesses should take action for the shared future of our workplaces, communities, and economy. That's why we are supporting the 34th Annual VBSR Conference. Register now and get inspired on May 9: <https://www.vbsrconference.org/>.
- As a VBSR Champion Member, we believe businesses have the power to build a just, thriving, and transformative economy that works for all people and the planet. That's why we are supporting the 34th Annual VBSR Conference. Register now for this inspiring, informative gathering on May 9: <https://www.vbsrconference.org/>.
- #vbsrconference #inourhands #vtbiz #vtpoli #betterbusiness

[Underwriters](#)

- As a VBSR Member, we believe businesses should take action for the shared future of our workplaces, communities, and economy. That's why we are underwriting the 34th



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Gold Members

- As a VBSR Gold Member, we believe businesses should take action for the shared future of our workplaces, communities, and economy. That's why we are supporting the 34th Annual VBSR Conference. Register now for this inspiring gathering on May 9: <https://www.vbsrconference.org/>.
- As a VBSR Gold Member, we believe businesses have the power to build a just, thriving, and transformative economy that works for all people and the planet. That's why we are supporting the 34th Annual VBSR Conference. Register now for this inspiring, informative gathering on May 9: <https://www.vbsrconference.org/>.
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Exhibiting Sponsors

- As a VBSR Member, we believe businesses should take action for the shared future of our workplaces, communities, and economy. That's why we are exhibiting at the 34th Annual VBSR Conference. Register now for this inspiring gathering on May 9: <https://www.vbsrconference.org/>.
- We believe businesses have the power to build a just, thriving, and transformative economy that works for all people and the planet. That's why we are exhibiting at the 34th Annual VBSR Conference. Register now for this inspiring, informative gathering on May 9: <https://www.vbsrconference.org/>.
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Speakers/Presenters



- I believe businesses should take action for the shared future of our workplaces, communities, and economy. That's why I am thrilled to be speaking at the 34th Annual VBSR Conference. Register now for this inspiring, informative gathering on May 9: <https://www.vbsrconference.org/>.
- I am thrilled to be presenting at the 34th Annual VBSR Conference on May 9th. [Workshop Title] will help businesses _____. The Conference will explore how businesses can shape the future. Register now for this inspiring, informative gathering: <https://www.vbsrconference.org/>.
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